

TOWN OF RYE, NEW HAMPSHIRE

MASTER PLAN VISION FRAMEWORK

PURPOSE

The Town of Rye Master Plan shall serve as an informative, guiding and enabling document for the purposes of governance and decision making, capital investments and budgeting, regulatory approaches, long range planning, and fostering a cohesive and connected community.

RSA 674:1-3 charges the Planning Board with updating the Master Plan from time to time, with revisions recommended every five to ten years. The Planning Board is responsible for maintaining and updating the Master Plan. **This update process often includes the following activities in the community:**

- conduct public input and community engagement activities
- evaluate town policies, practices, capital investments and staffing
- review zoning ordinances, land development regulations and resource protection practices
- evaluate capital investments and needs of municipal departments and services
- explore emerging issues of local, regional/coastal and statewide importance

VISION STATEMENT

The Town of Rye's vision is to:

Maintain a semi-rural character while fostering community connections and diversity, supporting diverse housing choices, providing equitable services, protecting the environment and natural resources, and striving toward a resilient and sustainable community.

MASTER PLAN THEMES AND GOALS

The Master Plan is organized around 4 major themes expressed through public engagement as described below. These four themes will be explored in detail in the Master Plan, cross-connections will be identified, recommendations will address the major topics identified through the public engagement and input process, and action items will be detailed in an Implementation Plan.

COMMUNITY

GOAL: Provide services and access to tools and amenities that create and foster connectivity, engagement, communication and trust across all age groups and users.

GOAL: Launch town wide and neighborhood initiatives to bring people together for conversation, discussion of issues and ideas, and sharing of challenges and needs.

MUNICIPAL OPERATIONS AND ORGANIZATION

GOAL: Inform citizenry about government functions.

LAND DEVELOPMENT AND GROWTH

GOAL: Adopt zoning ordinances and land development regulations that protect the town's semi-rural character.

GOAL: Review zoning ordinances and land development regulations, and their enforcement, to minimize negative costs and impacts to the town and its resources and to property owners.

ENVIRONMENT, NATURAL RESOURCES & SUSTAINABILITY

GOAL: Advance policies, initiatives and investments that protect environmental assets and maintain natural resource services.

GOAL: Support actions that facilitate sustainability across municipal governance and facilities management, and policies, facilitate community engagement, and coordinate across municipal boards, commissions and committees.

CLIMATE CHANGE ADAPTATION AND RESILIENCE

GOAL: Enact long range planning actions that preserve coastal integrity, strengthen community resilience and adaptation opportunities, and minimize impacts to the built and natural environments.

GOAL: Address existing climate related impacts to infrastructure and property from coastal storms and sea-level rise flooding, water quality and resources and other impacts.

SUMMARY OF NOVEMBER 2021 VISION SESSION WORKSHOP AND PUBLIC INPUT FORMS

Following is a summary of input from the November 2021 Master Plan Vision Session Workshop and from the Public Input Forms distributed at this event and afterwards. The workshop and input forms were organized by four categories: Strengths, Weaknesses, Opportunities and Threats.

NOTE: This public input will be used to develop topic specific recommendations and action items as part of an Implementation Plan and may or may not be included as part of the Vision Chapter or further condensed/consolidated into specific GOAL statements as part of the future Master Plan update.

STRENGTHS	Beaches/Ocean, Low Tax Rate, Increased Property Value, Conserved Lands/Open Space, Rural Character, Seacoast Location, Proximity to Amenities and Services; Rural Character, Strong Land Development Regulations, Recycling Composting and Swap Shop, Schools and Library Services
WEAKNESSES	Cell Phone/Internet Service, Traffic Management, Enforcement of Regulations, Gathering Spaces, Affordable and Workforce Housing, Sewer Expansion, Stormwater and Flood Management, High Number of Zoning Variances, Sidewalks/Off-road Connectivity for Cyclists and Pedestrians, Lack of Commercial Businesses and Services, Airbnb rentals, Long-Term Planning and Implementation, Beach Traffic and Lack of Parking Fees, Lack of Diversity, Septic System Failures and Water Quality Impacts
OPPORTUNITIES	Town Center Plan, History and Rural Character, Strengthen Enforcement, Connectivity for Non-motorists, Affordable and Workforce Housing, Route 1 Development, Septic System Education, Renewal Power Education, Sewer Expansion, Long Term Master Planning, Open Space/Land Conservation, Sidewalks and Off-Road Connections, Traffic Calming and Safety, Coastal Management Sea-Level Rise and Flood Protection Education
THREATS	Sea-Level Rise and Coastal Flooding, Wetlands Impacts, Needs of Aging Population and Youth, Water Quality and Resource Protection, Natural Resource Protection/Management, Route 1 Development, Population Growth and Development, Strengthen Regulatory Enforcement and Inspections, Lack of Affordable Housing, Short-Term Rentals

**PLANNING BOARD
LONG RANGE PLANNING SUBCOMMITTEE
2021 MASTER PLAN PROJECT**

**VISIONING FRAMEWORK TO LAUNCH
A COMPLETE MASTER PLAN UPDATE**

Town of Rye Planning Board
February 8, 2022



LONG RANGE PLANNING SUBCOMMITTEE 2021 MASTER PLAN PROJECT

PREPARE A VISIONING FRAMEWORK TO LAUNCH A COMPLETE MASTER PLAN UPDATE

STEPS IN THE PROJECT

- Decide on an approach(es) to conduct community outreach
- Outline a Vision framework for a future comprehensive Master Plan update [e.g. theme based or chapter based]
- Identify how best to conduct community and municipal outreach

THE CHALLENGE

- Conducting community and municipal outreach amidst COVID restrictions
- Methods and tools to communicate effectively and safely

WHAT DID THE LRPC ACCOMPLISH

- Developed and implemented **2 surveys** to gain input and data collection from the community (**207 responses**) and municipal staff, boards and committees (**19 responses**)
- Conducted a **2021 Public Visioning Workshop (105 participants)** with facilitation of groups, note taking and workshop **handout responses**
- Solicited additional community input through the Visioning Workshop **input form online and through email distribution (19 responses)**
- Drafted a Vision Framework for a comprehensive Master Plan Vision Chapter update

RYE COMMUNITY SURVEY: Question #2 in a Word Cloud format

Q2 When you think of Rye in 5-10 years from now, what would you like to see?

including coffee shop biking rural feel needs family friendly atmosphere repair open board
general store residents new historic Preservation Great water protect traffic work maintain
stays activities quaint space natural small town possible small resources

sidewalks restaurants parking community center housing

community gathering less children development businesses

schools today town center one community

change **Rye** commercial town preserve building big

beach without see trails open space events roads

young people families young families better large center place

less development balancing safe field affordable housing 1A feel think

homes way land Stop small town feel facilities opportunities service people Continued

beautiful Sewer bike lanes s keep minimal development lots downtown area library
sidewalks bike lane greener areas

VISION FRAMEWORK

VISION STATEMENT

The Town of Rye's vision is to:

Maintain a semi-rural character while fostering community connections, supporting diverse housing choices, providing equitable services, protecting the environment and natural resources, and striving toward a resilient and sustainable community.

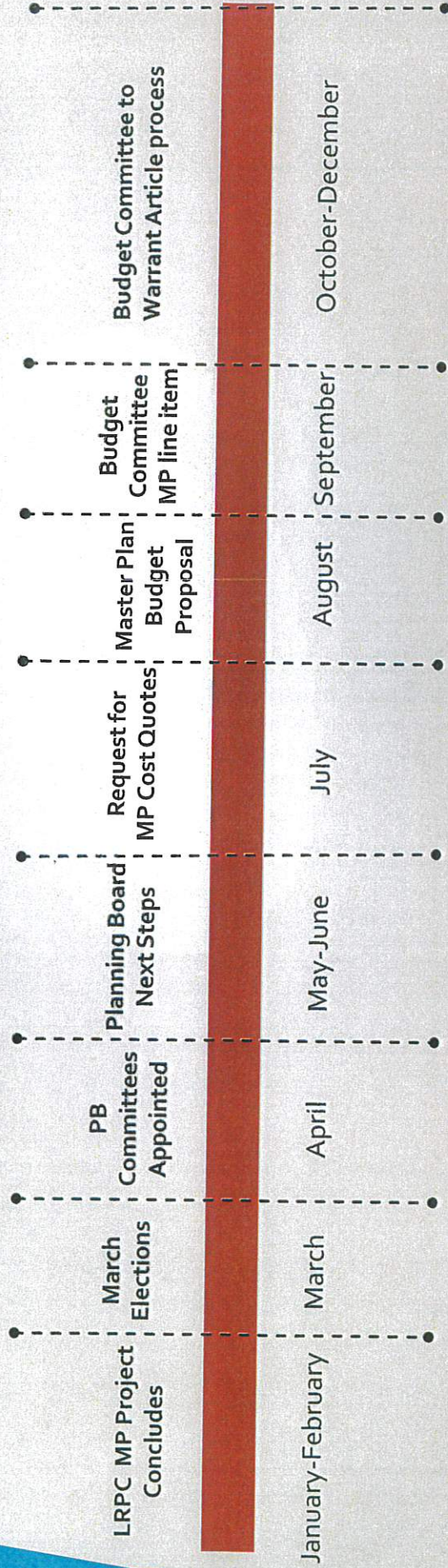
MASTER PLAN DRAFT THEMES

- COMMUNITY
- MUNICIPAL OPERATIONS AND ORGANIZATION
- LAND DEVELOPMENT AND GROWTH
- ENVIRONMENT, NATURAL RESOURCES AND SUSTAINABILITY
- CLIMATE CHANGE ADAPTATION AND RESILIENCE

NEXT STEPS TO ADVANCE THE MASTER PLAN PROCESS

- Planning Board will decide steps on how to proceed with the MP update process
- Frame elements of what a Master Plan update process might be and steps needed to achieve it
- Solicit Quotes for Comprehensive Master Plan update or research from other towns
- Prepare a budget for the comprehensive Master Plan update
- Prepare a Request For Proposals for a comprehensive Master Plan update
- Conduct follow up community outreach about the Master Plan update process

2022 MASTER PLAN FORWARD TIMELINE



Master Plan Update Anticipated Outcomes for 2023-2024

RFP Developed, contract with consultant
2023-2024 Preparation of Comprehensive Master Plan Update

2022 MASTER PLAN FORWARD TIMELINE

This will be in a graphic format with a bar showing the timeline and tasks outlined below:

February 2022 – LRPC subcommittee concludes its work on the Draft Vision Framework

March 2022 – Town Meeting Elections

April 2022 - Planning Board and Committee/Subcommittee appointments

May – June 2022 - Committee/Subcommittee meets to identify Next Steps in the Master Plan Process

June – July 2022 – Issue Requests for Quotes for Master Plan process or research costs from other towns

August 2022 – Identify a budget for the Master Plan Update

September 2022 – Propose to the Budget Committee a line item for the Master Plan Update

October – December 2022 – Planning Board works through the Budget Committee process

Anticipated outcomes for 2023-2024:

- Warrant Article to support the comprehensive Master Plan Update
- RFP Developed to contract with a consultant for the comprehensive Master Plan update
- 2023-2024 Prepare the new Master Plan

RYE MASTER PLAN VISION WORKSHOP 11/10/2021

SUMMARY OF ROUNDTABLE DISCUSSIONS AND PUBLIC INPUT FORMS

The Master Plan Vision Workshop used the following **SWOT** format described below to collect insights and input from participants.

Strengths – positive outcomes; “win-win” for multiple outcomes and benefits; current policy, regulation and planning that have achieved positive outcomes

Weaknesses - improvements, new ideas and approaches needed, under-performing facilities, policies, management strategies or regulations

Opportunities – ways to modify current policy, regulation and planning to enhance positive outcomes

Threats – past and current trends that have created unintended or undesirable outcomes or impacts

DISCUSSION TOPICS

Participants were asked to use the SWOT format in responding to the following three discussion topics.

OUR COMMUNITY

Needs of the community, needs of citizens including all socio-demographic groups, town services and support for them

OUR LAND DEVELOPMENT AND GROWTH

Recent development trends, current zoning impacts and benefits to the community, environmental and natural resource consequences of land development today and into the future

OUR ENVIRONMENT AND CLIMATE CHANGE ADAPTATION AND RESILIENCE

Environment, Natural Resources, Climate Change Adaptation and Resilience, and Community Sustainability

OVERVIEW/SUMMARY OF MAJOR THEMES AND ISSUES ACROSS DISCUSSION TOPICS

STRENGTHS

Beaches/Ocean, Low Tax Rate, Increased Property Value, Conserved Lands/Open Space, Rural Character, Seacoast Location, Proximity to Amenities and Services; Rural Character, Strong Land Development Regulations, Recycling Composting and Swap Shop, Schools and Library Services

WEAKNESSES

Cell Phone/Internet Service, Traffic Management, Enforcement of Regulations, Gathering Spaces, Affordable and Workforce Housing, Sewer Expansion, Stormwater and Flood Management, High Number of Zoning Variances, Sidewalks/Off-road Connectivity for Cyclists and Pedestrians, Lack of Commercial Businesses and Services, Airbnb rentals, Long-Term Planning and Implementation, Beach Traffic and Lack of Parking Fees, Lack of Diversity, Septic System Failures and Water Quality Impacts

OPPORTUNITIES

Town Center Plan, History and Rural Character, Strengthen Enforcement, Connectivity for Non-motorists, Affordable and Workforce Housing, Route 1 Development, Septic System Education, Renewal Power Education, Sewer Expansion, Long Term Master Planning, Open Space/Land Conservation, Sidewalks and Off-Road Connections, Traffic Calming and Safety, Coastal Management Sea-Level Rise and Flood Protection Education

THREATS

Sea-Level Rise and Coastal Flooding, Wetlands Impacts, Needs of Aging Population and Youth, Water Quality and Resource Protection, Natural Resource Protection/Management, Route 1 Development, Population Growth and Development, Strengthen Regulatory Enforcement and Inspections, Lack of Affordable Housing, Short-Term Rentals

OUR COMMUNITY

Needs of the community, needs of citizens including all socio-demographic groups, town services and support for them

STRENGTHS – positive outcomes; “win-win” for multiple outcomes and benefits; current policy, regulation and planning that have achieved positive outcomes	PUBLIC WORKSHOP INPUT	PUBLIC INPUT FORMS	COMMON THEMES
<ul style="list-style-type: none"> [Table#1] Historical essence; safety, good Police Department, doors unlocked and Emergency Management; friendly rural, location in Seacoast and beaches; “it’s like heaven”; schools, library, passionate people; town transfer station; sense of community, volunteers, good gathering spots; access to healthy clean water; low taxes; town run well [Table #2] outdoor areas and semi-rural; community participation; respect for property rights; schools, library, historic town center, town forest, recreation; conscientious about homes; town deliberative session; dog friendly, beaches, Little League [Table #3] Schools, outdoor spaces; caring people; small town feel; library; historical awareness in community [Table #4] small town feel; low tax rates; seacoast and beaches; library and youth services; civic minded dedication; low crime rate; community groups – Rye Art, joint meetings, Garden Club; state parks and trails; Webster @ Rye? [Table #5] low taxes, nice community; conservation cooperation; speed limit signs; school system, tight knit community; land use regulations; public access to beaches; active vibrant library; volunteers with professional backgrounds; recreational fields [Table #6] near ocean and Portsmouth; interconnectedness; community involvement; low crime; effective zoning [Table #7] library, ocean, thriftiness, town government/management; schools, student programming and PTA; keep open spaces and farms; location to everything; wealthy town with \$ resources; Odiorne State Park 	<ul style="list-style-type: none"> Beach, schools, volunteers, workers loyalty and commitment Land conservation and open space Caring people, small town feel, outdoor spaces, good schools, accessible beaches Neighborhoodness, peace and quiet, natural beauty, open spaces, dark night skies, town hall, TD Bank acquisition, library open space Strong action groups vs. development, cooperation with land use boards to educate School system, supportive parental groups (e.g. PTA school board, REF) Schools, programs for children and families, library, recreation Ocean, open spaces Beaches, elementary school, library youth services Forests, dog friendly, Library Low taxes, nice community, good services Schools/community tight knit, low taxes, recreation and woods, beaches, small town relationships Speed limits are slow Ocean, library, open space Schools, historic town center, library, government deliberative session, Goss Farm, Little League Lots of local talent, low taxes, land use regulations low tax rate, quality schools and library, dedicated caring citizens, low crime and sense of safety, social engagement opportunities, 	<ul style="list-style-type: none"> Beaches/Ocean Low Tax Rate Community and Civic Life Rural Character and Safety Conserved Lands, Open Spaces, Farms Low Tax Rate Schools Strong Land Use Regulations/Library Services 	

WEAKNESSES – improvements, new ideas and approaches needed, under performing facilities, policies, management strategies or regulations	PUBLIC WORKSHOP INPUT	PUBLIC INPUT FORMS	COMMON THEMES
<p>WEAKNESSES – improvements, new ideas and approaches needed, under performing facilities, policies, management strategies or regulations</p>	<ul style="list-style-type: none"> ▪ [Table #1] Poor cell phone service and ability to communicate to everyone at once; lack of diversity; no sidewalks for pedestrians and cyclists, safety for kids; traffic and speed, congested roads; cost of housing and affordable housing; open space (would like more woods); water pressure; Building Department needs help ▪ [Table #2] need gathering place in town center (coffee shop, park); lack of compromise/vision; progress slow; poor cell and internet services; hard to get around without a car; not mindful about community investment; roads are like a maze; increase space for recreation ▪ [Table #3] challenges to using/monitoring access to public spaces, potential for community conflict; lack of community gathering places; limited public recreational spaces; people operate in silos; commercial uses at public beaches; opportunities for public events (Parsons, Goss Farm); potential to develop commercial “gathering” spaces such as a “downtown campus” ▪ [Table #4] lack of transparency; affordable housing for young and seniors; management of physical buildings; public transportation and connectivity, bike trails, sidewalks; diversity; zoning board rules; clarity of town information; Conservation Commission advisory only ▪ [Table #5] sidewalks, include young families and more inclusive of users; beaches, traffic and parking; more fun opportunities (at beaches); few engagement opportunities; lack cell phone coverage; hostility at beaches; lack of town center; road maintenance, collapse; lack of commercial entities at town center 	<p>small town feel, youth services, beach access and not parking fees</p> <p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> ▪ Groups criticizing/not helping/empty complaints, not charging for parking ▪ Cell phone reception ▪ Enforce no drinking on beaches, limit commercial business use of beaches, limit beach parking on residential streets, overspending town budget and on schools ▪ Beach traffic and speeding, traffic calming, parking, substance abuse, commercial overuse ▪ Gathering places, alternative town management ▪ Little engagement outside from school, silos, speeding, lack of sidewalks ▪ Town meeting participation, lack of diversity, commercial activity ▪ Metered parking at beaches, ▪ Sidewalks, community center and gathering spaces, traffic speeding ▪ Staff space in library, spaces for teens, no park ▪ Sidewalks, better roads ▪ Council on Aging, community center for seniors ▪ More fundraising events ▪ Lack of diversity ▪ Few gathering spaces for adults and children, no general store, lack of compromise ▪ Sidewalks, lack of communication among boards and workflow issues ▪ Lack of diversity, prepare youth for global citizenship ▪ Lack of transparency, affordable housing for youth and elderly, bike lanes and sidewalks, lack of diversity, adversarial planning board, lack of clarity of town issues and processes 	<p>COMMON THEMES</p> <p>Town Center amenities</p> <p>Cell Coverage/Phone Service</p> <p>Recreational Spaces</p> <p>Spaces for Gathering and Public Events</p> <p>Affordable Housing</p> <p>Connectivity – Sidewalks and Off-Road for Cyclists, Pedestrians and Children</p> <p>Beach Parking</p> <p>Lack of Commercial Businesses and Services</p> <p>Beach Traffic/Lack of Parking Fees</p> <p>Lack of Diversity</p>

<p>OPPORTUNITIES – ways to modify current policy, regulation and planning to enhance positive outcomes</p>	<ul style="list-style-type: none"> ▪ [Table #6] meeting place, town center, gathering location; affordability; town government/BOS > 3 persons; bike lanes, safe for walking, children ▪ [Table #7] cell phone service; regulations; lack of commercial businesses; not charging for parking at beaches; participation in town meeting and town government; cost of housing; lack of action on emerging issues; town website needs work 	<p>PUBLIC WORKSHOP INPUT</p> <ul style="list-style-type: none"> ▪ [Table #1] Re-route traffic on Wallis and Washington Roads; sidewalks, traffic flow, enforcement of speed limit (decrease speeds), egress and access to town center; expand sewer service; improvements to town weakness into positive for town center; gazebo at Parsons ▪ [Table #2] historic town center; transportation – shuttle bus, safe bike and pedestrian paths and routes, traffic calming especially near schools; welcome diverse families, socioeconomic and age groups; embrace history and future (newcomers, clubs, pre-school), Little League, churches ▪ [Table #3] working with commercial entities for beach use (public land) ▪ [Table #4] recreation department; community power; beach parking; cell towers, expand technology to allow cable-tv and cell; workforce accommodations, change regulations; trauma training; self-driving cars; tennis court/pickle court ▪ [Table #5] a new dog park; all boards communicating better; community center; envision where Rye wants to be; church used more as a community resource; increase safety on roads ▪ [Table #6] sidewalks; dimensional requirements; balance with resources; town center/library common ▪ [Table #7] ADA walkways to beaches; lack of diversity; keep regulations local; workforce housing; professional town government 	<p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> ▪ Charge for parking, limit commercial activity ▪ Keep land in current use ▪ More community interaction with boards ▪ Community center, general store, ice rink ▪ Sidewalks, workforce housing ▪ Tennis and pickleball ▪ Outdoor classroom/performance area, traffic calming ▪ Dog park ▪ Council on Aging, senior center ▪ More electric street signs ▪ Add parking meters at beaches, workforce housing ▪ Parsons Field for activities and gathering, long term planning ▪ Community input ▪ Increase beach parking for residents, more workforce housing, cell tower service and expand cable options 	<p>COMMON THEMES</p> <p>Town Center History and Rural Character Sidewalks and Traffic Safety/Calmng Management Cell Service Affordable/Workforce Housing Community Gathering Spaces Beach Parking Fees Long-term Planning</p>
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THREATS – past and current trends that have created unintended or undesirable outcomes or impacts	PUBLIC WORKSHOP INPUT	PUBLIC INPUT FORMS	COMMON THEMES
	<ul style="list-style-type: none"> ▪ [Table #1] Climate change; lack of affordable housing; livability; beaches overcrowded, threatening rural character; fear of traffic volumes and use of cut-throughs; more services; too much development; short-term rentals; balance development with services; enforce zoning; water quality ▪ [Table #2] Execution of plan [master plan]; aging population, lack of young families and impact of funds for school budget; Airbnb and short-term rentals, “transient” neighbors; over building; beach ▪ [Table #3] environmental changes; the “big squeeze” sea-level rise, increased popularity and access may overrun/use ▪ [Table #4] too many ZBA variances and PB waivers; overcrowding and density; lack of diversity; lack of housing; water quality and septic issues; recognition of existing resources; tidal flooding at beaches; litter; cell phone coverage ▪ [Table #5] over-building; expensive real estate; loss of open spaces; water quality; traffic; participation in town government; aging population ▪ [Table #6] affordability; control beach traffic in residential areas; high road traffic speeds, unsafe for cyclists; town too popular?; cell phone service; climate change, water quality, beach erosion ▪ [Table #7] town sewer would open flood gates to development; lack of protection for historic structures outside historic district; bacteria in ocean; over-development; home prices; lack of enforcement to monitor septic systems 	<ul style="list-style-type: none"> ▪ Aging population, volunteers tired of complainers ▪ Over development/larger homes, town spending, lack of enforcement of zoning and regulations, too many zoning variances, free parking on Route 1A, lack of protection of historic properties ▪ Aging community, barrier to entry, over development ▪ Ocean, lack of communication/movement on issues ▪ Drinking water ▪ Over building and overpriced homes, no execution of plan with polarization ▪ undermining progress, short term rentals ▪ Over building, over taxing services, schools, beaches ▪ Increase expense of real estate, affordable homes, decreasing school population ▪ High traffic speeds on Route 1A ▪ Keep regulations local and protect historic district ▪ Short term AirB&B rentals, overbuilding, aging population, beach access and parking ▪ Lack of long-term planning that prompts piecemeal actions that cost more in the end, expensive real estate ▪ Litter, sea-level rise and climate change flooding, septic failures and water pollution, traffic speeds unsafe, trauma training for schools and town staff/boards 	<ul style="list-style-type: none"> Sea-Level Rise Affordable Housing Open Space Water Quality Aging Population Beach Traffic and Use Volume Cell Phone Service Development Increase and Enforcement Cost of Real Estate Short-Term Rentals

OUR LAND DEVELOPMENT AND GROWTH

Recent development trends, current zoning impacts and benefits to the community, environmental and natural resource consequences of land development today and into the future

STRENGTHS – positive outcomes; “win-win” for multiple outcomes and benefits; current policy, regulation and planning that have achieved positive outcomes	PUBLIC WORKSHOP INPUT	PUBLIC INPUT FORMS	COMMON THEMES
WEAKNESSES – improvements, new ideas and approaches needed, under performing facilities, policies, management strategies or regulations	<ul style="list-style-type: none"> [Table #1] less control over development; more affordable housing in [new] developments; relief from zoning, too many variances; impact of infrastructure and water while balancing developments (need may increase); access to Rye Harbor for residents; aging population and their impact on infrastructure; long term care options for residents wanting to stay past retirement 	<ul style="list-style-type: none"> Developers finding loopholes, fear of town being sued, speed limits Septic system pollution and it’s impact on water quality Too much growth and development, need more commercial development on Route 1 with restrictions 	<p>COMMON THEMES</p> <p>Affordable Housing Aging Population ZBA Grant of Variances/Relief</p>
<ul style="list-style-type: none"> [Table #1] Passionate, educated, qualified Planning Board; strong and sustained public support for conservation land and open space (behind bank, next to library, Goss Farm and Parsons); strong LDR’s and zoning ordinance; value of homes and real estate [Table #2] increased home values and vacation rentals; beaches and wetlands; Route 1A business community, controlled retail; road and water services; low property taxes; conservation land [Table #3] land increasing in value; farms, pastures, meadows [Table #4] beaches affordable to get to; open space, trails, conservation land; careful growth with limited variances; schools [Table #5] planning board and ZBA, Conservation Commission; natural resources inventory; ZBA unanimous in following the law/RZO; Conservation Commission input in ZBA decisions; well-maintained historical records; Heritage Commission and strong historic district commission; beauty of stone walls [Table #6] Conservation Commission; lack of sewer; workforce housing [Table #7] open space next to library; lot sizes; study what is land is left for development/build out 	<ul style="list-style-type: none"> Beach, clean water, open space/conservation Keep large lot sizes, preserve historic properties, open space and dark skies Rye Park at library Conservation planning, sewer ofr Route 1 and west development, workforce housing Conservation Commission Sewer system violations/replace or improve Conserve historical and lands, natural resource inventory, slow growth ordinance Open Space Trails and open space Water, beaches, forests, wetlands 1.5-acre zoning to cap overbuilding, preservation of historic homes, land development boards in place Low tax rate, swap shop Existing regulations and boards, conservation input is valued and implemented 	<p>COMMON THEMES</p> <p>Increased Real Estate Value Land Conservation Low Property Taxes Town Governance Beaches Open Space, Conservation Land, Trails Land Development Regulations</p>	

<p>OPPORTUNITIES -- ways to modify current policy, regulation and planning to enhance positive outcomes</p>	<ul style="list-style-type: none"> ▪ [Table #2] zoning too strict, who defines them, land use restrictions, not enough commercial development; no affordable housing; too many realtors; no old historic homes and lack of preservation; too many large homes; lack of income tax and property tax ▪ [Table #3] commercialization of Route 1A; lot size requirements drive price inflation; ZBA allows too many variances in wetland buffer ▪ [Table #4] too many variances and waivers; zoning and lot sizes; loss of marshes and encroachments; dedicated senior space; state parks; cell phone service ▪ [Table #5] zoning regulations, monitoring, inconsistent enforcement of regulations; stormwater management; long term planning ▪ [Table #6] demolition; bridges up to code in beach areas; lack of sewer town wide; wetland and wetland buffer impacts; building/code enforcement permitting process and interpreting code ▪ [Table #7] sewers create over-development; evaluate and identify loopholes to height requirements; ZBA grant too many adjustments 	<p>PUBLIC WORKSHOP INPUT</p>	<ul style="list-style-type: none"> ▪ [Table #1] Quality of and need for more volunteers, positions need to be filled; attract young families; development brings in tax dollars and impact fees fund infrastructure; create a comprehensive town center plan; more open space and community opportunity; additional housing creating a call to action ▪ [Table #2] environmentally friendly vehicles (EV cars and charging stations, bicycles); diversify population; align zoning with goals; education around conservation, places to visit; protect and expand water; vibrant town center and mixed-use opportunities; invest in community 	<ul style="list-style-type: none"> ▪ Encourage conservation subdivisions for more open space and smaller lot sizes ▪ Water protection and sewer ▪ No sewer system ▪ Lack of accountability and enforcement ▪ Lot sizes should be smaller ▪ Lack of places to gather, town center ▪ Limited range of housing opportunities, tax rated does not reflect investment in the community ▪ Lack of affordable housing ▪ Lack of sidewalks, lack of commercial activity ▪ Zoning needs alignment with town goals ▪ Enforcement and monitoring 	<p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> ▪ More open space and land conservation and sidewalks ▪ More conservation lands, keep building height regulations, prevent short term rentals of residential homes ▪ Hire land use assistant and enforcement ▪ Land covenants to control building size ▪ Development pays for their services ▪ Make changes before it is too late ▪ Septic vs. sewer, what's left to develop (ADU, convenience or restrictive housing) ▪ Create lot sizes for smaller houses, lower cost of housing, increase tax rate 	<p>Enforcement of Regulations and Monitoring</p> <p>Sewer – town-wide or not to limit development</p> <p>Limited Housing Options</p>	<p>COMMON THEMES</p> <p>Town Center Plan</p> <p>Open Space</p> <p>Affordable Housing</p> <p>Open Space and Conserved Lands</p> <p>Development of Route 1 – good and bad</p> <p>Long Term Master Planning</p> <p>Septic System and Sewer Planning</p>
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<p>THREATS – past and current trends that have created unintended or undesirable outcomes or impacts</p>	<ul style="list-style-type: none"> ▪ [Table #3] dedicate more \$ to open space acquisition; strengthen wetland use regulations; decrease development lot size, increase open space (in multi-structure developments) ▪ [Table #4] offshore windmills; solar arrays; cluster zoning; connections to outdoors, open space and habitats; pledges to our land for beach/parks, maintaining marshes, wildflowers and open fields; composting; low-income housing without sacrificing open space ▪ [Table #5] slow growth ordinance; enforce current zoning ordinance; land use regulations and long-term planning; look at the big picture; extend sewer line to west side of Route 1 development; new master plan specifies development controls and economic development ▪ [Table #6] SR 1.5A is it in line?; green space; town preparedness for increased population, multi-family housing; multi-family housing access to town resources, schools, beach, mobility; Adams Park ▪ [Table #7] covenant on land to monitor size of house; connect conservation land with trails; more commercial development on Route 1; replicate colonial housing; put sewers in certain places; research and monitor septic capabilities; strengthen commercial base; cluster zoning; make high-tech septic mandatory; incentivize building of smaller homes; incentivize land conservation 	<ul style="list-style-type: none"> ▪ Diversify population, education, EV charging stations ▪ Historical markers, more conserved lands ▪ Education, places to stay ▪ Every application is a new application 	<p>Renewable Energy</p>
<p>THREATS – past and current trends that have created unintended or undesirable outcomes or impacts</p>	<p>PUBLIC WORKSHOP INPUT</p> <ul style="list-style-type: none"> ▪ [Table #1] too much development on Route 1, will tax systems (safety, water services, impact on rural character and open space); lack of diversity, aging population; threat to school system ▪ [Table #2] Drinking water supply and pollution, overbuilding in water supply areas and wetlands; impacts on water quality from lawn treatments; real estate exploitation; lack of housing options; vision missing from development; vacation destination 	<p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> ▪ Developers value \$ not local environment, clean ocean and water pollution ▪ Too much spending, free beach parking, warrant article for metered parking passes but what happened? ▪ Air B&B's ▪ Too many zoning variances, overbulking on small lots, prevent AirB&B 	<p>COMMON THEMES</p> <p>Water Supply and Quality Aging Population and Lack of Diversity Population Growth and Overdevelopment</p>

<ul style="list-style-type: none"> [Table #3] water use; single-family zoning code; high density housing; increased land costs; lack of financial diversity [Table #4] pollution, fertilizers, chemicals, impacts to marshes/beaches; Airbnb's in homes and residential neighborhoods; clean water, increased traffic; septic systems; building density; recycling lacking; land fill capacity; beach erosion; population dynamics change to tax rate [Table #5] over- development on Route 1; septic systems and Parsons Creek watershed; wetlands, water quality, sewer expansion; traffic; increased housing densities in certain locations; too many zoning variances/relief granted; local fisheries; 55/62 developments [Table #6] beach water quality; planning for population growth and overdevelopment, pace of development; Sagamore????? [Table #7] septic monitoring; businesses permitted for 6 months using septic for 12 months; Coakley Landfill threat to Berrys Brook 	<ul style="list-style-type: none"> Lack of zoning enforcement and too many variances ZBA too liberal but following zoning requirements; over regulation limits small houses to expand Building inspector Current resources cannot support the town Development on marsh land, trash Exploitation, drinking water, lawn treatments Wetlands, traffic, water quality Poor septic systems, pollution at town beaches Building in wetlands, possibilities of becoming more of a vacation destination Builders on boards is a conflict of interest, conditions placed on sensitive areas not political, not seeing the big picture 	<p>Development on Route 1 – good and bad</p> <p>Water Quality</p> <p>Population Growth and Development</p> <p>Enforcement and Inspections</p> <p>Environmental and Resource Impacts from Development</p> <p>Septic System Failures</p>
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OUR ENVIRONMENT, CLIMATE CHANGE AND RESILIENCE

Environment, Natural Resources, Climate Change Adaptation and Resilience, and Community Sustainability

<p>STRENGTHS – positive outcomes; “win-win” for multiple outcomes and benefits; current policy, regulation and planning that have achieved positive outcomes</p>	<p>PUBLIC WORKSHOP INPUT</p> <ul style="list-style-type: none"> [Table #1] recycling center and swap shop; protective marshes; mosquito commission; conservation land; educated population recognizes threats; Beach Committee; good zoning ordinances and LDR’s [Table #2] Swap Shop; natural resources, environment, beaches; Conservation Commission; library sandwich board messages; awareness about climate change, environment people want to save [Table #3] available town water; safety first (Police Department); Conservation Commission; robust 	<p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> Strengthen restrictions around water resources Historic preservation, open space protection Ocean conservation and buffers Scenic vistas, setbacks enforced, no harmful chemicals Preservation of Parsons Field, Rye Woods, marshes Transfer station Composting, beaches An environment worth saving 	<p>COMMON THEMES</p> <p>Climate Change Awareness</p> <p>Recycling Center, Swap Shop, Composting</p> <p>Environment, Wildlife, Natural Resources</p> <p>Protect Wetlands to Mitigate Climate Change Impacts</p>
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<p>Strong Regulations</p>	<ul style="list-style-type: none"> ▪ Mosquito Commission, beaches, transfer station ▪ Cheap water, good mosquito control, transfer station and recycling, woods and open green space ▪ Isles of Shoals ▪ Town already in position to protect land, Conservation Commission, Energy Committee, good mosquito control, beaches and marshes ▪ Mr Fox composting, beaches and open space, recycling center 	<p>COMMON THEMES</p> <ul style="list-style-type: none"> Stormwater Flooding/Management Septic System Failure/Function Enforcement Water Quality and Lawn Care Wetlands Protection and Restoration
<p>WEEKNESSES – improvements, new ideas and approaches needed, under performing facilities, policies, management strategies or regulations</p>	<p>wildlife population; strong zoning regulations; Sea Bee Honey</p> <ul style="list-style-type: none"> ▪ [Table #4] beaches, open space, conservation land; New England community; bike lanes, Ocean Boulevard; recycling center, composting, Swap Shop; water quality; building code, zoning ordinance and LDRs; attraction of coastal region; energy savings programs ▪ [Table #5] scenic vistas; setbacks are being enforced; no harmful chemicals; Mosquito Commission; transfer station; marshes; open space; Water Department; good permeability regulations ▪ [Table #6] unsurpassed natural beauty – beach, marsh, wildlife, trees, RTF, stonewalls, fields, more green space ▪ [Table #7] more beach days; transfer station does great job; conserve lands and wetlands to mitigate water level rise; harbor dredged to mitigate water level rise threats 	<p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> ▪ Old septic systems and its technology ▪ Few bike lanes, zoning ▪ Failing septic systems and impact on water and beach quality, over development, runoff ▪ Lack of electronic charging stations ▪ Lack of commercial businesses ▪ Too much development at wetlands and marshes ▪ Permitting building on wetlands, lack of awareness, failed septics, pollution on beaches, erosion ▪ Sidewalks = more driving ▪ Lawn care, lights on houses, noise/lawn care ▪ Failed septic systems in Parsons watershed, pollution at town beaches ▪ Fragile wetlands ▪ Septic system failures/better management
<p>PUBLIC WORKSHOP INPUT</p> <ul style="list-style-type: none"> ▪ [Table #1] storm surge impacts, berms and roads, runoff from parking lots and septic systems (at gazebo and Parsons); inability to identify specific pollutants and sources; trash on streets (liquor bottles/drinking and driving); coastal infrastructure owned by state causes challenges ▪ [Table #2] recycling program; septic system maintenance; enforcement of regulations; ZBA issues and enforcement ▪ [Table #3] limited inventory of buildable land; reliance on private septic; lack/gap of viable water use plan; limited hazardous waste disposal opportunity; enforcement of lawn chemical use ▪ [Table #4] motorcycle noise; resilience of infrastructure current and planned; plastic recycling; beach trash receptacles, keep later in season; sewer; aging infrastructure; energy not part of Capital Plan; 4th July litter on beaches, celebrate differently, 	<p>PUBLIC WORKSHOP INPUT</p> <ul style="list-style-type: none"> ▪ [Table #1] storm surge impacts, berms and roads, runoff from parking lots and septic systems (at gazebo and Parsons); inability to identify specific pollutants and sources; trash on streets (liquor bottles/drinking and driving); coastal infrastructure owned by state causes challenges ▪ [Table #2] recycling program; septic system maintenance; enforcement of regulations; ZBA issues and enforcement ▪ [Table #3] limited inventory of buildable land; reliance on private septic; lack/gap of viable water use plan; limited hazardous waste disposal opportunity; enforcement of lawn chemical use ▪ [Table #4] motorcycle noise; resilience of infrastructure current and planned; plastic recycling; beach trash receptacles, keep later in season; sewer; aging infrastructure; energy not part of Capital Plan; 4th July litter on beaches, celebrate differently, 	<p>WEAKNESSES – improvements, new ideas and approaches needed, under performing facilities, policies, management strategies or regulations</p>

<p>OPPORTUNITIES – ways to modify current policy, regulation and planning to enhance positive outcomes</p>	<p>communication needed; building too close to marshes; amendment to noise regulations, fertilizer application/lawn care, lawn care companies parking on roads</p> <ul style="list-style-type: none"> ▪ [Table #5] failed septic systems and their pollution, enforcement of septic system regulations; beach closures; lack of awareness about environmental issues; culverts ▪ [Table #6] stormwater management and drainage and cost for maintenance/improvement; solar ordinance needed as incentive ▪ [Table #7] discarding of dredge materials that could be used for wetland restoration 	<ul style="list-style-type: none"> ▪ Conditions on development not monitored or enforced, 24 beach closures ▪ Improve recycling opportunities, roadside litter and at beaches/marshes, more conversation about eco-friendly July 4th fireworks 	
	<p>PUBLIC WORKSHOP INPUT</p> <ul style="list-style-type: none"> ▪ [Table #1] coastal climate adaptation, buffers and setbacks; “Adopt a Road” program; protect public beaches for public access; expand recycling; work with State on sea wall management and flood protection ▪ [Table #2] planning around main roads; strengthen Conservation Commission guidance; library host for speaker series; public education about septic systems; alternative energy and state(?); Swap Shop, expand access, recycling, sharing economy and rules; educate about benefits and management of vegetation, and habitat benefits; create process for being at forefront of climate mitigation and adaptation ▪ [Table #3] town sponsored home composting opportunities; sewers; create a disaster recovery plan; encourage native plants/ecology; better recycling; education on water use and recycling ▪ [Table #4] community education; speakers on climate change, environmental and energy issues; community power to lower costs and reduce consumption; alliances with neighboring towns; neighborhood clean ups; invest in town forest 	<p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> ▪ More open space/conservation lands, more solar panels ▪ Dark sky /light pollution ▪ Environmental standards for development and LEED construction ▪ Lack of ADA facilities ▪ Prohibit building in wet areas ▪ Wind and solar as a community resource ▪ Land bank ▪ Insensitivities to build sustainable, education about energy, lawn care education ▪ Water, water, water, geothermal energy ▪ Recycling ▪ Increased construction ▪ Electric vehicle charging stations ▪ Protect wetlands and their buffers considering sea-level rise to protect property and infrastructure ▪ Expand access and space for swap shop ▪ Raise awareness, opportunity to educate about protection for sea-level rise and environmental methods ▪ Bike lanes to promote health 	<p>COMMON THEMES</p> <p>Coastal Management, Sea-Level Rise and Flood Protection and Education</p> <p>Educate About Septic Systems</p> <p>Renewal Energy/Power Education</p> <p>Recycling and Composting</p> <p>Strengthen Enforcement</p> <p>Protect Wetlands and Buffers</p> <p>Open Space/Conserved Lands</p> <p>Water Quality Awareness and Education</p>

	<ul style="list-style-type: none"> ▪ Encourage weekly/monthly community wide neighborhood and beach cleanup, guest speakers at library on environmental issues 	<p>COMMON THEMES</p> <ul style="list-style-type: none"> Sea-Level Rise and Flooding, Erosion Unchecked Development Water Quality Enforcement of Regulations Shoreland Buffers
<ul style="list-style-type: none"> ▪ [Table #5] garbage bags to pick up trash at public places; revise master plan and zoning ordinances; enact prevention measures, strengthen enforcement of current zoning; more recycling and “pay as you throw” trash; sewer system; use parking fees for beach protection; friendly “plastic plan???”; environment, conservation lands; master plan Executive Summary ▪ [Table #6] conserve more open space; wind power including wind turbines on open space; solar panels on schools and other public buildings with limited restrictions; more recycling ▪ [Table #7] offshore windmills; encourage more green building practices; enforce regulations on septic systems; create land bank to enhance open lands; acquire land to move people off threatened coastal areas; identify vernal pools, protect wetlands with buffers; lack of electrical charging stations; improve roads against water level rise; regulate building in coastal areas 	<p>PUBLIC INPUT FORMS</p> <ul style="list-style-type: none"> ▪ Water ▪ Free parking on Route 1A = lost revenue, too much development, need more preservation of rural character; more bike lanes ▪ Lack of protections ▪ Building on wetlands ▪ Invasive species, wetland loss (sea-level rise) ▪ Sea-level rise, heavy rain events, beach erosion, Coakley superfund site ▪ Waste disposal at beaches ▪ Sea-level rise, rising groundwater and increased precipitation, expanding wetlands, protecting resources from these impacts ▪ Sea-level rise, flooding on Rte 1A ▪ Summer homes with septic failures and converted to year-round residences 	<p>PUBLIC WORKSHOP INPUT</p> <ul style="list-style-type: none"> ▪ [Table #1] marshes; sea-level rise and storm surge; over development; water quality; inability to break contracts ▪ [Table #2] sea-level rise, flooding, higher tides, flooding on Route 1A; wetlands, trees; overbuilding; education issues; water pollution ▪ [Table #3] increasingly difficult to build near beaches; flood zones based on Rye Beach ZBA and requirements; flooding and storms, drainage; water quantity ▪ [Table #4] tax revenue from climate change; no response to energy opportunities; pollution and noise endangering wildlife; fossil fuel usage; septic systems; need vigorous enforcement of existing regulations; lack of awareness esp. among seasonal residents
<p>THREATS – past and current trends that have created unintended or undesirable outcomes or impacts</p>		

	<ul style="list-style-type: none"> ▪ [Table #5] too many variances granted for wetlands impacts, allowing development in sensitive areas; rising sea levels, flooding, erosion, increased rainfall; overpopulation; need water treatment plan; marshes and invasive species; infrastructure, drinking water and aquifer protection (overdevelopment on west side of Route 1) ▪ [Table #6] sea-level rise; wildlife; impacts of development on wetlands and shoreland buffers ▪ [Table #7] raising houses to accommodate sea-level rise; invasive species regulations; offshore windmills 	<ul style="list-style-type: none"> ▪ July 4th celebrations pollute beaches, aging infrastructure 	
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